

ALLIANCE COLLEGE ALUMNI ASSOCIATION (ACAA)

Board of Officers Meeting November 19, 2024

Officers in Attendance:

Michael Anderson (1978), ACAA President; Aundre’a Cika-Heschmeyer (1985), ACAA Vice President; Louis Sitnik, (1986), ACAA Treasurer; Susia (Burgess) Styborski (1983), ACAA Secretary; Marcia Pilkiewicz (1975), ACAA Director and Membership Chair; Randy Polovick (1981), ACAA Director; Kathy (Polanski) Noce (1982), Director; Mary Ann Posanski (1976), Director; Richard Day (1985), Chair of Alliance College Alumni Association Foundation.

Alumni in attendance: Roberta Polovick

Excused: Lori Neese Kolin (1987), ACAA Director

The meeting was called to order at 6:34 pm by Michael Anderson, President. President Anderson welcomed everyone and shared the agenda for the meeting.

The minutes of October 22, 2024 were distributed via email on November 8, 2024 to all officers and directors. A motion to accept the minutes as written was made by Mary Ann Posanski, seconded by Randy Polovick. Motion carried.

We would like the ACAA minutes to be available on the website. Susia will forward the WORD documents to Aundre’a Cika Heschmeyer and Kathy (Polanski) Noce for their technical expertise in uploading.

Suggestion made to include the ZOOM link on each agenda when it is sent out.

FINANCIAL RECAP

Louis Sitnik reported checking balance of \$16,598.37 and savings \$1,512.04. Payments were made to ZOOM for \$159.90 and Marquee Creatives for \$620.25. Previously, Louis noticed 2 charges to Amazon (\$59.91 and \$17.06) which he was not familiar with and the charges have been credited back to our account.

MEMBERSHIP

Marcia Pilkiewicz reported additional alumni have joined as members. There are 25 memberships that expire in 2024. Marcia will reach out to each of them to ask to renew a 2 year membership at \$45, which would be valid through 2026. Membership dues are expected to raise in 2026.

WHY PAY DUES – 1 PAGER

We reviewed a draft statement on why alumni should be encouraged to pay membership dues. The group made suggestions for improvement. It will be included in an upcoming newsletter. Aundre’a shared an Analytics Report for October and November newsletters. We have many highlights on users opening, liking and sharing the newsletter. A concern about 50+ emails that bounced back as not working. Membership committee will need to reach back to each owner and phone call or paper mail for current contact information.

BUSINESS CARDS, RACK CARDS, INFORMATIONAL SHEET

Displaying business cards and an informational rack was previously discussed and decision to spend \$250 for Marquee Creatives to develop an ACAA business card, rack card, and informational sign was made. Aundre'a shared the items created and all agreed they were exactly what we were looking for. Aundre'a will look for pricing to get items printed for Cambridge Springs Museum to display in the Alliance College room. Also, the items will be available in "print ready version" so others can print the items and display in areas around them.

Mary Ann Posanski made a suggestion we include a business card in the merch packages being mailed out. All agreed it was great idea! Mary Ann will print some of the business card out for that purpose.

ALUMNI ENGAGEMENT

Aundre'a Cika Heschmeyer reported that social media has been used regularly for merchandise and campaign for membership. We are all encouraged to like share and comment on the posts to raise their viewing.

We would like to use the presentation on the Polish Pines but have not yet received that from the Cambridge Springs Museum.

TOPICS FOR NEXT NEWSLETTER

Season Greetings from President and "gift of giving" pledge for website donation.

Wigilia Pictures – please send to Aundre'a if you have any.

Gift of Membership Appeal

Alumni spotlight (Richard Day – Lou contact; January – Basia Adams – Randy/Robert contact; February Mouse – Mike contact) Lou will share list of questions he sent to Rich.

Foundation Update – Rich will send 2 paragraphs to Aundre'a

Quarterly Meetings Save the Date

MERCHANDISE (Mary Ann Posanski, chair)

Merchandise is up and running. Purchases have been made and Lou noted deposits from Paypal into our account.

Suggestion for posting pics of any merch you purchase or receive as a gift to encourage alumni interest was made.

December 10 is the deadline for merchandise orders to guarantee Christmas arrival. We will share this date on future posts.

Roberta Polovick suggested putting the link to purchase items be in the newsletter.

WEBSITE

Randy Polovick reported that when Marquee Creatives took over the website oversight a meeting with them was held to identify areas for improvement. There were many items identified and the cost to do them all now would be over \$5000. The website committee met and has prioritized updating the alumni directory at a cost of \$500. Susia made a motion to spend \$500 for Marquee Creatives to update the alumni directory. Marcia seconded the motion. Motion carried. In a cost comparison of this fee with others shows we are getting excellent pricing from Marquee Creatives. Kathy described another organization that was in a similar situation with their website and the cost quoted to them was extremely higher.

It was agreed that we would ask for donations specific to the website update and preservation in a future newsletter.

Marcia reported an issue with users finding themselves in the directory unless they search by graduation year. Kathy (Polanski) Noce and Aundre'a reported there is a way to access alumni using the search function. Aundre'a demonstrated it on the shared screen during the meeting. It was agreed Aundre'a and Kathy would together to include directions for using the search option at the top of the directory. Marcia will work with the website committee so she is aware of the upgrades and able to help those calling for assistance.

OFF YEAR REUNION IN 2025 (2025 reunion team. Aundre'a, Randy, Marcia, Kathy)

Marcia Pilkiewicz reported she has reached out to alumni in Central Florida. Kathy reported a Zabawa celebration in November in Clearwater FL. She is hoping to attend and see if it is something we could build upon for 2025. All agreed we need to set a date for 2025 quickly with many agreeing November would be a good time, July and August stifling hot, and October hurricane season. Kathy will report back once she attends the event. Mike suggested this committee meet regularly to discuss and plan this event.

2026 REUNION (Roberta chairperson)

The 2026 ACAA Reunion is being scheduled at the Sheraton Bayfront on October 23-25, 2026. Aundre'a has obtained a draft sales agreement from the Sheraton. We are basing this on 100 people attending. We can reach this number if we continue our engagement efforts. All activities will be in the Sheraton facility. Negotiations are still underway. Sponsors for different activities or portions of the event will be sought. Roberta is working on the menu selections/options at this time. All encouraged to reach out to people that we are personally connected with but may not be receiving ACAA posts and emails.

QUARTERLY ON-LINE ACAA MEETING

Quarterly meetings for 2025 were set for ZOOM with all interested alumni. January 14, April 8, July 8, October 14.

LEGACY PRESERVATION

A draft was shared to the group. All should review and be prepared to discuss and make suggestions for the final product. Mary Ann Posanski made a motion to table the discussion until the February meeting to give time for all to review and edit. Marcia Pilkiewicz seconded the motion. Motion carried.

BOARD GOALS

A copy of the ACAA Board goals was shared. All approved with minor edits. Mike will revise and send as a final.

CONFLICT OF INTEREST

Conflict of Interest statement was shared. All have a copy along with a signature page. All Officers and Board members should sign the signature page and forward them via email to Susia. Susiasty1020@yahoo.com

ACAA FOUNDATION

Richard Day reported the scholarship applications have a deadline of 12/31/24. There have been 5-6 inquiries but no submitted applications as yet. They anticipate application to be sent in closer to the end of December as typically happens. Once the application period is closed Rich will convene the trustees to review the applications. There will be 2 scholarships at \$2500 each awarded.

Rich also reported that the Foundation continues to work with the IRS to regain its 501.c.3 status which was suspended due to clerical issues.

NEW BUSINESS

None noted.

NEXT MEETING

December 17, 2024 at 6:30 pm CS time.

Motion to adjourn by Mary Ann Posanski, seconded by Marcia Pilkievicz. Meeting adjourned at 8:16 pm